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ABSTRACT

This study describes preliminary work on the development of a scale to assess attitude toward public drinking involvement. A sample of 46 students at a west-coast university participated in the study. Respondents completed a questionnaire containing a measure of Attitude Toward Public Drinking Involvement Scale (ATPDIS) and various validity variables. It was hypothesized that individuals possessing a more negative attitude toward drinking involvement would hold more conservative beliefs about alcohol use in general, be less involved in alcohol use, and place a higher value on health. The correlations between the ATPDIS and these validity items were examined to evaluate convergent validity. The relationship between the ATPDIS and each validity item is presented in Table 2. The ATPDIS was found to have adequate internal consistency reliability and exhibit convergent validity in a sample of college students. (LMO)

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The Attitude Toward Public Drinking Involvement Scale

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Preliminary work on the development of a scale to assess attitude toward public drinking involvement is described. The Attitude Toward Public Drinking Involvement Scale (ATPDIS), a 9-item Likert measure, was found to have adequate internal consistency reliability and exhibit convergent validity in a sample of college students.

Research suggests an impressive relationship between attitudes toward the use of alcohol and involvement with alcohol (Cahalan, 1970; Mulford & Fitgerald, 1983). However, not enough is known about the reliability and validity of attitudes toward alcohol use, the range of behaviors associated with these attitudes, and the strength of the attitude-behavior link.

This report describes preliminary psychometric work on a measure of attitude toward public drinking involvement.

Method

Subjects

A sample of 46 students (17 males, 29 females) at a west-coast university participated in the study as partial fulfillment of the requirements for an introductory psychology course.

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Procedure

All respondents completed a self-administered questionnaire that required about 45 minutes to complete. The questionnaire contained a measure of Attitude Toward Public Drinking Involvement (ATPDIS) and various validity variables (see Hays, Stacy, DiMatteo, & McArthur, 1983).

ATPDIS. There are a number of unfavorable beliefs about individuals involved with alcohol use. For example, intoxicated persons may be perceived to be unpleasant or ugly. Those who frequent bars are sometimes viewed as promiscuous. In addition, bartenders may be ascribed lower status than those in other occupations that require similar skills. The ATPDIS, shown in Table 1, was constructed to assess a range of these unfavorable beliefs about drinking involvement.

Table 1

Attitude Toward Public Drinking Involvement Scale

1. An intoxicated woman is an ugly sight.
2. It is o.k. for a man to have a few drinks with the guys.
3. A woman has no business drinking with her female friends.
4. I would never ask a male bartender for advice on an important issue.
5. Women who go to bars are usually sexually loose.
6. Men who frequent bars are sexually on the make.
7. I have a great deal of respect for female bartenders.

8. Women cannot handle their liquor as well as men can.

9. An intoxicated woman is not a pleasant sight.

Note. Response options were Strongly Agree, Agree, Disagree, and Strongly Disagree. Items 1, 3-6, 8-9 were scored so that answers of Strongly Agree were coded as 4, Agree as 3, Disagree as 2, and Strongly Disagree as 1. Items 2 and 7 were scored in the reverse direction.

Validity Items. A set of items measuring other alcohol-related beliefs, alcohol use, and value on health were included in the questionnaire. It was hypothesized that individuals possessing a more negative attitude toward drinking involvement would hold more conservative beliefs about alcohol use in general, be less involved in alcohol use, and place a higher value on health. The correlations between the ATPDIS and these validity items were examined to evaluate convergent validity.

Results And Discussion

ATPDIS items were scored in the direction of a negative attitude toward public drinking involvement (see Table 1) and then summed. The mean score for the total scale was 20.7 (possible range: 9-36) with a standard deviation of 3.9; the per item mean was 2.3. This "average" response represents a moderately permissive attitude toward public drinking involvement. Respondents expressed the most negative feelings

about intoxication and the most permissive feelings about drinking with friends.

The ATPDIS was found to be internally consistent in this sample. Cronbach's (1951) Alpha was 0.71 and Scott's (1960) homogeneity ratio was 0.21 for the measure. Item-total correlations ranged from 0.23 to 0.62.

The relationship between the ATPDIS and the validity items is presented in Table 2. All of the correlations were in the hypothesized direction. Individuals with a less tolerant attitude toward drinking involvement (1) feel that males and females should start drinking at older ages, (2) have a lower threshold for the number of drinks considered to be too much to drink in one sitting, (3) are less likely to have had a drink of alcohol more than two or three times in their life, (4) have had their last drink of alcohol at a more distal time in the past, (5) are less likely to have drank beer in the past six months, (6) have drank beer at two or more different times less frequently, (7) have had five or more drinks at a single sitting in the past six months less often, (8) have less frequently felt a little high or light-headed after drinking, (9) have fewer close friends that drink regularly, (10) have close friends who drink less at a single sitting, and (11) place greater importance on health than individuals with a more permissive attitude toward public drinking involvement.

Table 2

Correlations Between The ATPDIS And The Validity Items

	r
Alcohol-Related Beliefs	
1. At what age do you feel it is o.k. for males to start drinking?	.36*
2. At what age do you feel it is o.k. for females to start drinking?	.33*
3. How many drinks would you consider too much to drink in one sitting for men?	.32*
4. How many drinks would you consider too much to drink in one sitting for women?	.49**
Alcohol Use Involvement	
1. Have you had a drink (more than one or two sips) of beer, wine, or liquor more than two or three times in your life? (Yes, No)	.44**
2. How long has it been since you last had a drink of beer, wine, or liquor? (Less Than A Week, Less Than A Month, Less Than Two Months, Two Or Three Months, Four Or Five Months, Six Months To A Year, One To Two Years, Three To Four Years, Five To Six Years, Seven Or More Years)	.29*
3. Have you had a drink of beer in the past six months?	

(Yes, No) .29*

4. On how many days in the past month did you drink beer? .31*

5. On those days in the past month that you drank beer, how often did you drink it at two or more different times during the course of the day? .35*

6. In the past six months, about how many times have you had five or more drinks at a single sitting, either of beer, wine, or liquor, or some combination of these? .20

7. In the past six months, about how many times have you felt a little high or light-headed after drinking? .27

8. In the past six months, about how many times have you gotten drunk? .30*

9. How many times have your friends criticized you or expressed concern about your drinking? (Never, Once, Two To Three Times, Four To Five Times, Six Or More Times) .32*

10. How many close friends do you have that drink fairly regularly (once a week or more)? (None, One Or Two, Several, Most, All) .46**

11. How many drinks do most of your close friends drink at a single sitting? (One Or Two, Three Or Four, Five Or Six, Seven Or More) .39**

Value On Health

1. If you don't have your health, you don't have anything. (Strongly Agree, Agree, Disagree, Strongly Disagree) .26

2. There is nothing more important than one's health.
(Strongly Agree, Agree, Disagree, Strongly Disagree) .43**

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p<.05

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p<.01

Note. Response options for closed-ended questions are given in parentheses after the question. If no response options are shown, an open-ended response format was employed for the item. Items were scored so that higher scores indicate less tolerant alcohol-related beliefs, less involvement with alcohol, and greater value on health.

The results of this preliminary study suggest that the ATPDIS is a reliable and valid measure of attitudes toward public drinking involvement. These findings form the basis for more extensive research with the ATPDIS. Work is needed to expand the number of items in the scale and administer the revised scale to a larger and more representative sample.

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